



SOUTH KOREA MEDIA LANDSCAPE

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Country Overview

THE WORLD'S 8TH LARGEST TRADING ECONOMY

Overview of South Korea



CAPITAL
Seoul

REGION
Asia

GDP PER CAPITA, PPP
\$44,011

GDP
\$1.65 trillion

POPULATION
51,709,098

AREA
99,720 SQ.KM

South Korea's culture is based heavily in the humanist ideology of Confucianism. Today, Christianity is the prominent religion with Buddhism as a close second.

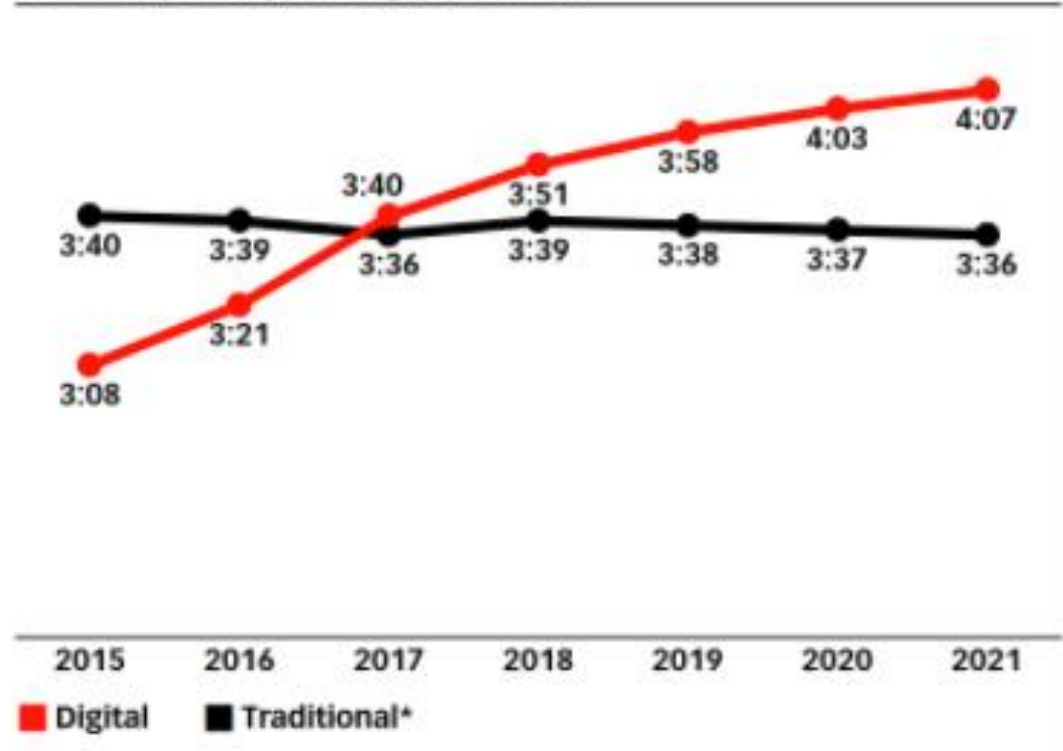
The nation has seen steady growth and poverty reduction since the 1960s and is now the world's seventh-largest exporter and 11th-largest economy overall.

It is home to the headquarters of Samsung, Hyundai and Kia, representing two of South Korea's important exports: technology and cars.

Media Consumption Overview

TIME SPENT WITH DIGITAL WILL CONTINUE TO MAKE STEADY GAINS

Traditional* vs. Digital Media: Average Time Spent in South Korea, 2015-2021
hrs:mins per day among population



Digital is on a steady growth



TV is consumed for 3 hours daily on an average



Radio mainly consumed while commuting

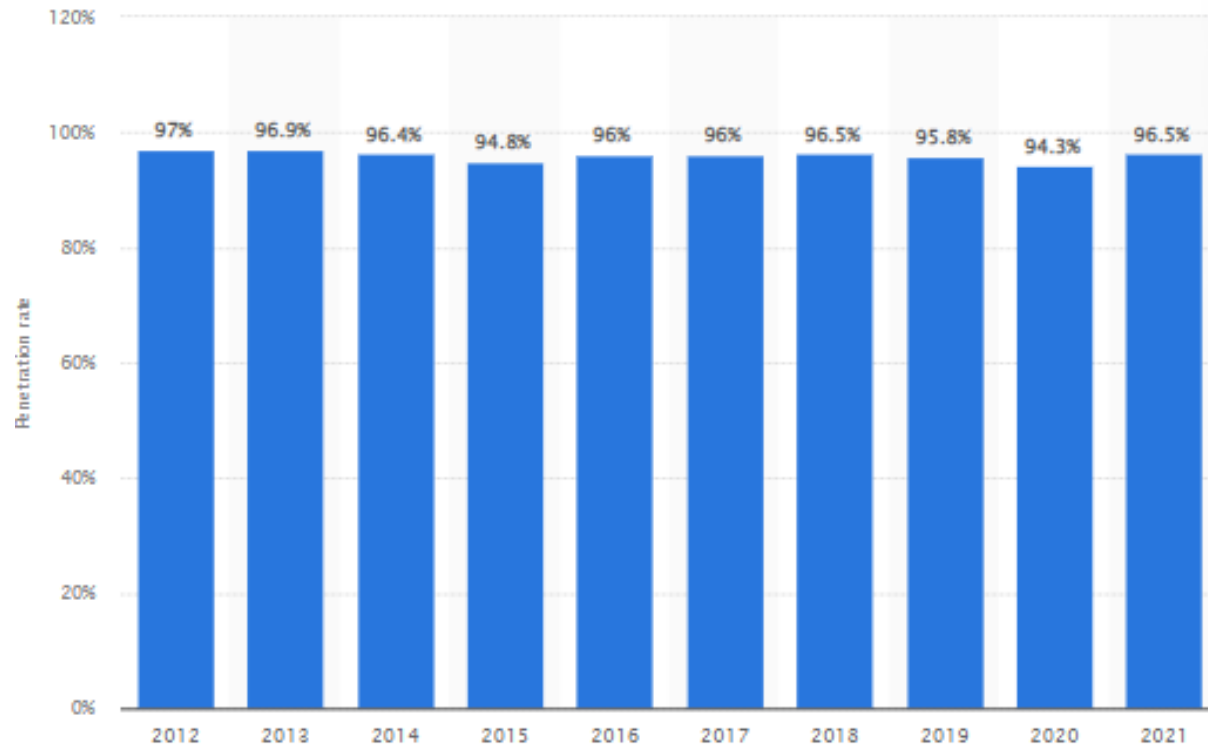


Print more popular with opinion leaders

TV Consumption

TV IS THE MOST CONSUMED TRADITIONAL MEDIA

Penetration rate of televisions in households in South Korea 2021

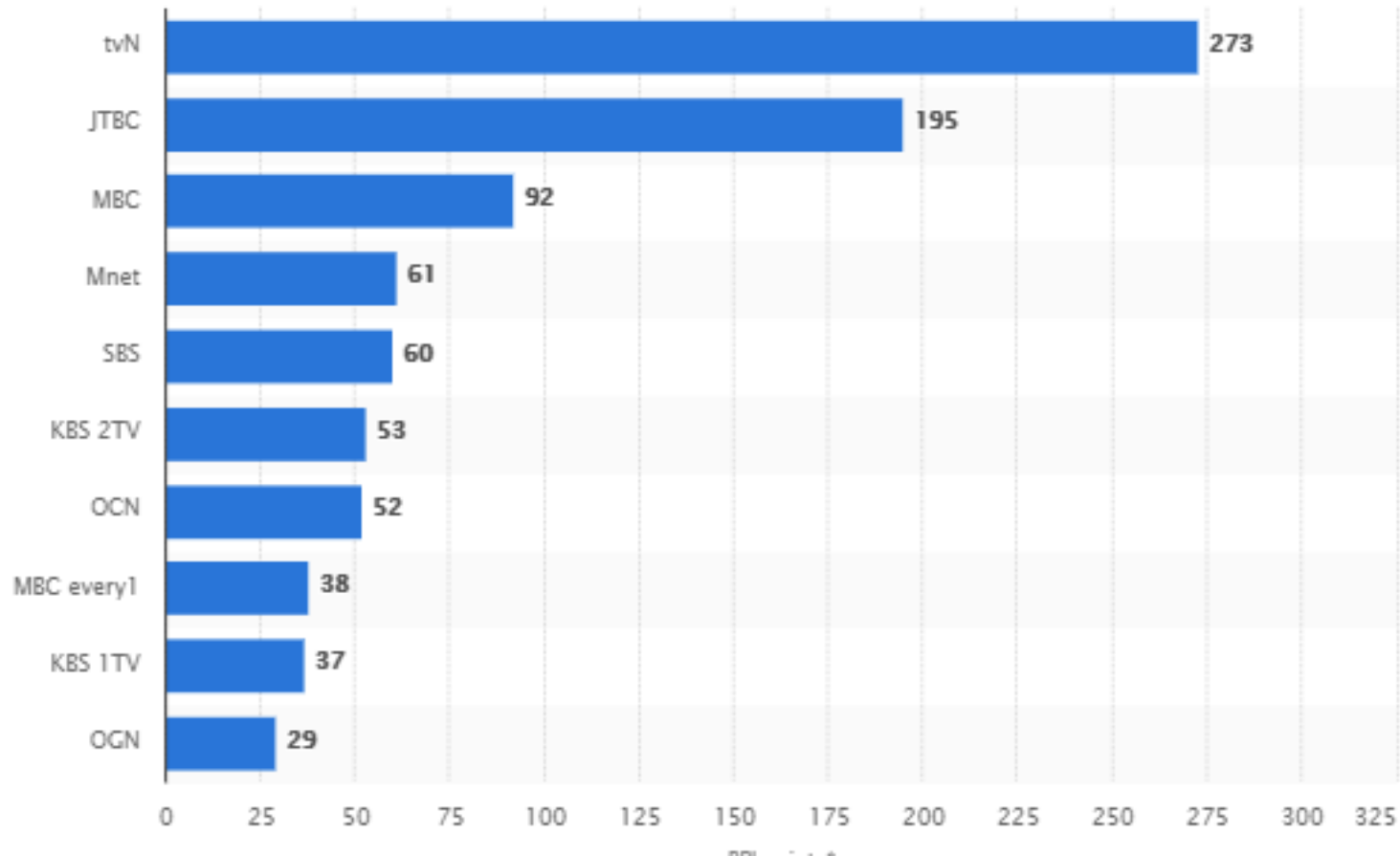


- South Korean TV soaps are popular across the region, including in China. They are part of the Korean Wave - the export of South Korean popular culture. They are also creating a buzz around the world
- South Korean Baby Boomers spend 70.8% of their video consumption time on traditional linear television, whereas Millennials spend 33.5% and Gen Z's spend 38.1% of their time

TV Consumption

TOP TV CHANNELS

Most popular TV channels

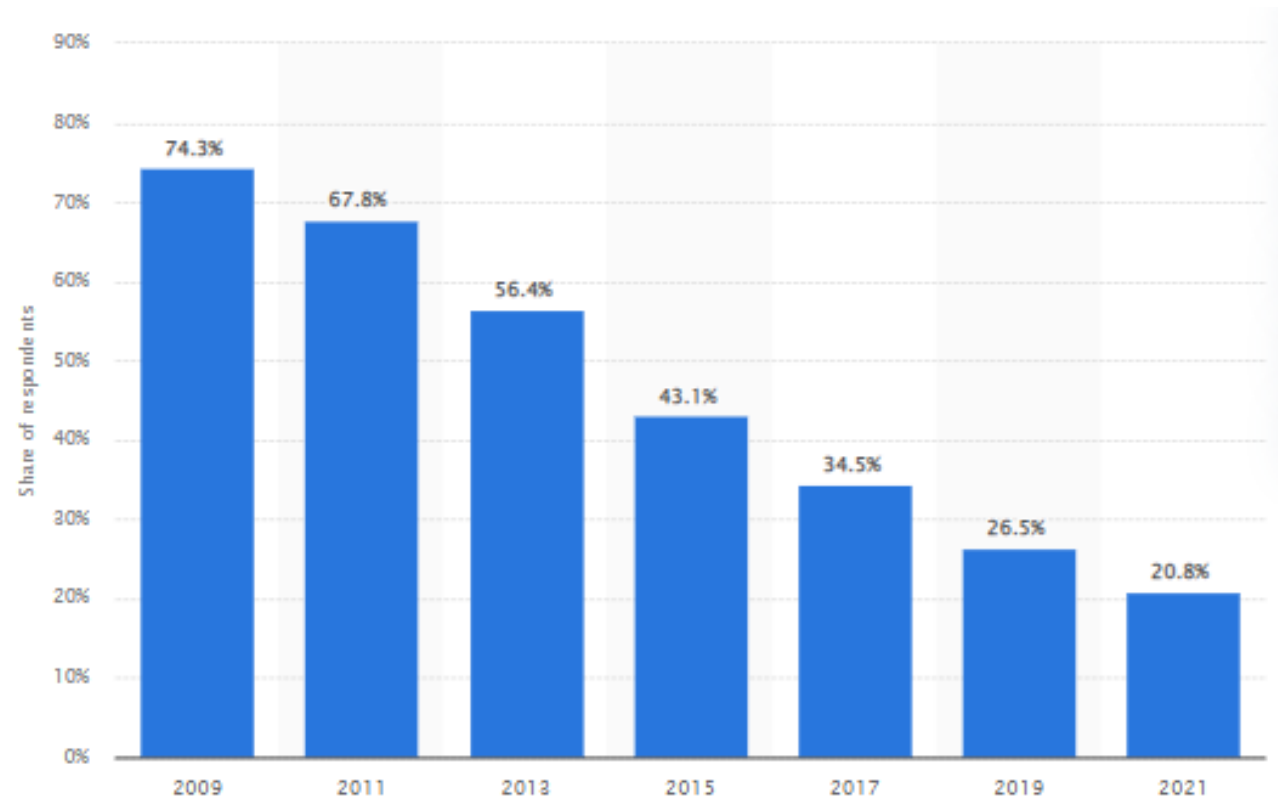


- tvN is the most popular broadcasting company in South Korea with 273 brand power index (BPI) points. The second popular broadcasting company in South Korea is JTBC with 195 points

Print Consumption

PRINTED NEWSPAPERS ARE NOW COMPLEMENTED BY THE DIGITAL VERSION

Share of printed newspaper readers among news readers in South Korea



- In 2021, around 21 percent of news readers in South Korea read traditional printed newspapers
- The three major newspapers in South Korea are Chosun Ilbo, Joongang Ilbo and Donga Ilbo
- Many of the newspaper brands have created their digital sites, social media pages, and some even have their own YouTube Channel
- A government survey found that around 58.7% of South Korean news readers aged 60 years and above were reading printed newspapers
- On average, around 66.3% of South Koreans were reading news, either in traditional newspapers or online in 2021

Print Consumption

TOP NEWSPAPER TITLES



Chosun Ilbo

Chosun Ilbo has a daily circulation of around 2 million. Maintaining the No.1 position in newspaper subscriptions and readership for the past decade, it is the most preferred newspaper among opinion leaders. It is mostly right-leaning and is very nationalistic. Their target audience is 60+.



Donga Ilbo

Donga Ilbo is the oldest newspapers in Korea. The company started in 1920 and has a circulation of over 1.2 million. It tends to target the upper-middle class.



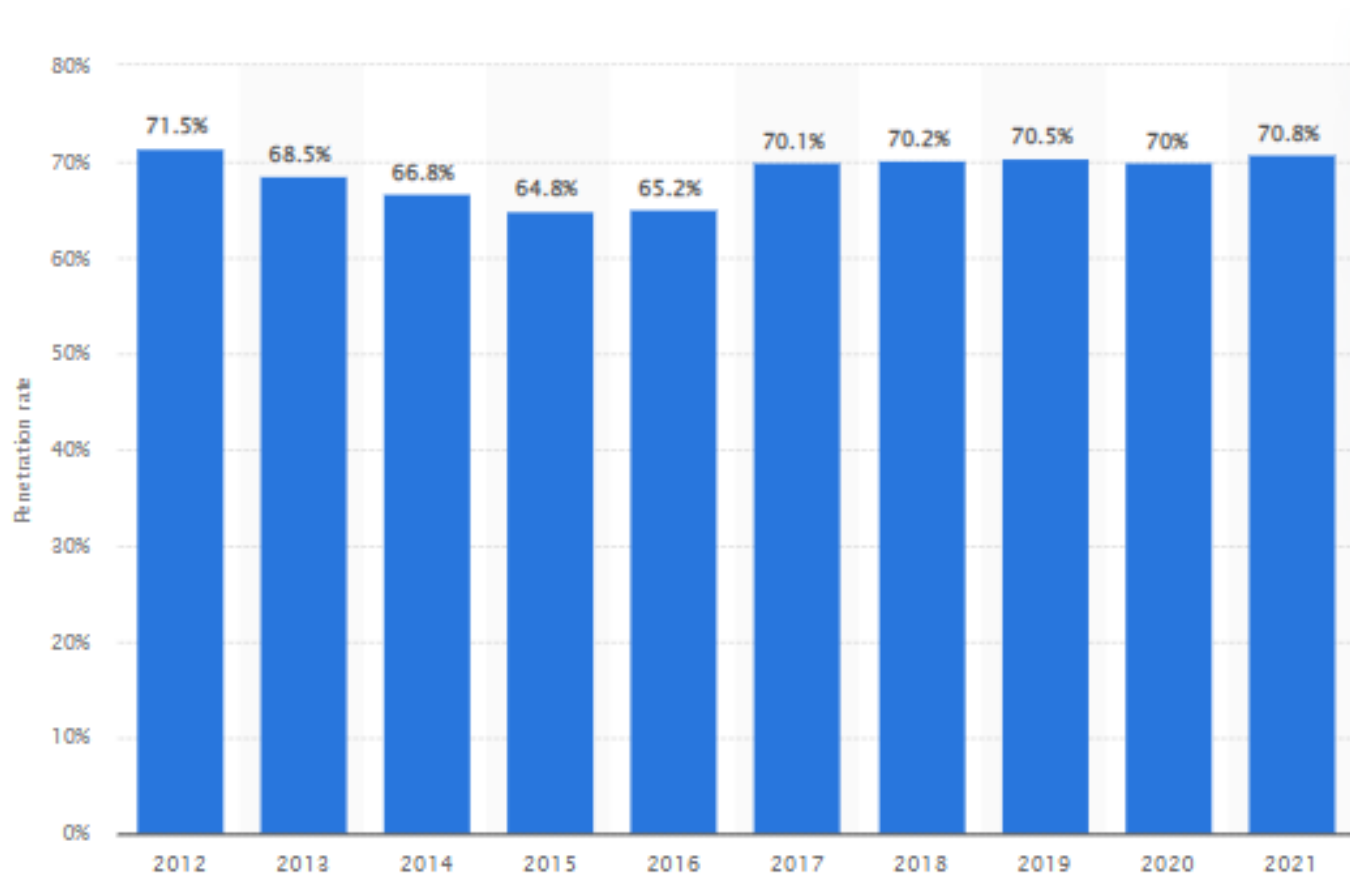
JoongAng Ilbo

JoongAng Ilbo is a South Korean daily newspaper. It has an English edition called Korea JoongAng Daily which is partnered with the New York Times.

Radio Consumption

TOP RADIO STATIONS

Penetration rate of radios in households in South Korea 2021



- In 2021, around 71% of respondents stated that they owned a car or home radio. This represents a slight increase from the previous year
- According to a survey conducted in South Korea in 2021, around 22.3% of respondents stated that they listened to the radio out of habit. A further 18.1% did so to combat boredom while working or studying, while 16.5% wanted to listen to music.

Radio Consumption

TOP RADIO STATIONS

KBS Radio 1

Frequency: FM 97.3



KBS Radio 1 is a South Korean news, talk, sports and cultural radio channel of the Korean Broadcasting System. The network has a 24-hour broadcast dedicated to today's events reflecting Koreans.

SBS Love FM

Frequency: FM 103.5



SBS Love FM is a trot music, K-Pop music and News radio station of the Seoul Broadcasting System.

MBC Standard FM

Frequency: FM 95.9



MBC Standard FM is a radio station of the Munhwa Broadcasting Corporation which delivers news, current affairs, sports, entertainment.

SBS Power FM

Frequency: 107.7



SBS Power FM also known as is a K-pop music radio station of the Seoul Broadcasting System.

Digital Consumption

THE NUMBER OF INTERNET USERS IN SOUTH KOREA INCREASED BY 1.1% BETWEEN 2021 AND 2022



Digital Consumption

SOUTH KOREANS SPEND THE MOST TIME ON YOUTUBE

FEB
2022

MOST-VISITED WEBSITES: SEMRUSH RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SEMRUSH, BASED ON TOTAL MONTHLY WEBSITE TRAFFIC IN NOVEMBER 2021

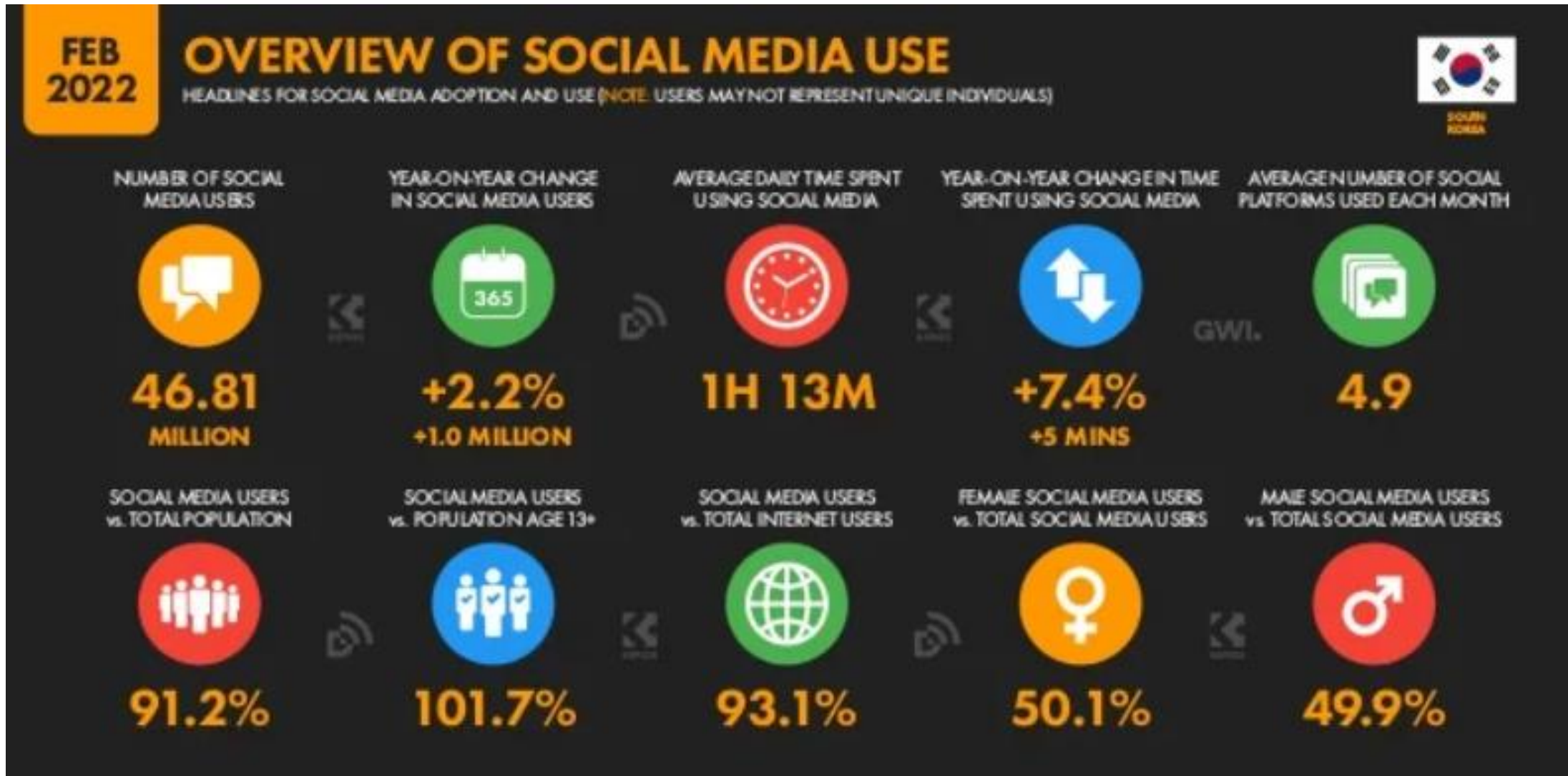


| # | WEBSITE | TOTAL VISITS | UNIQUE VISITORS | TIME PER VISIT | PAGES PER VISIT |
|----|--------------|--------------|-----------------|----------------|-----------------|
| 01 | GOOGLE.COM | 2.15B | 120M | 2M 54S | 5.44 |
| 02 | NAVER.COM | 2.14B | 103M | 11M 03S | 11.13 |
| 03 | YOUTUBE.COM | 1.31B | 94.1M | 15M 21S | 3.79 |
| 04 | DCINSIDE.COM | 583M | 37.7M | 1M 56S | 22.95 |
| 05 | DAUM.NET | 529M | 51.7M | 0M 12S | 8.83 |
| 06 | NAMUWIKI | 520M | 43.9M | 20M 58S | 3.80 |
| 07 | TISTORY.COM | 455M | 65.8M | 11M 37S | 2.02 |
| 08 | GOOGLE.CO.KR | 218M | 30.6M | 16M 52S | 4.90 |
| 09 | RULWEB.COM | 171M | 14.9M | 10M 38S | 20.65 |
| 10 | KAKAO.COM | 167M | 43.7M | 10M 40S | 2.35 |

| # | WEBSITE | TOTAL VISITS | UNIQUE VISITORS | TIME PER VISIT | PAGES PER VISIT |
|----|---------------|--------------|-----------------|----------------|-----------------|
| 11 | FMKOREA.COM | 163M | 17.8M | 18M 43S | 34.25 |
| 12 | INVEN.CO.KR | 152M | 16.3M | 20M 13S | 11.24 |
| 13 | TWITCHTV | 147M | 13.1M | 11M 11S | 2.27 |
| 14 | INSTAGRAM.COM | 146M | 27.1M | 23M 30S | 3.69 |
| 15 | FACEBOOK.COM | 142M | 26.6M | 23M 53S | 4.46 |
| 16 | COUPANG.COM | 136M | 33.3M | 13M 42S | 6.59 |
| 17 | TWITTER.COM | 125M | 26.6M | 20M 26S | 6.35 |
| 18 | WIKIPEDIA.ORG | 124M | 32.1M | 9M 07S | 2.14 |
| 19 | 11ST.CO.KR | 115M | 27.4M | 8M 06S | 5.16 |
| 20 | PFOMPU.CO.KR | 109M | 12.4M | 22M 16S | 14.54 |

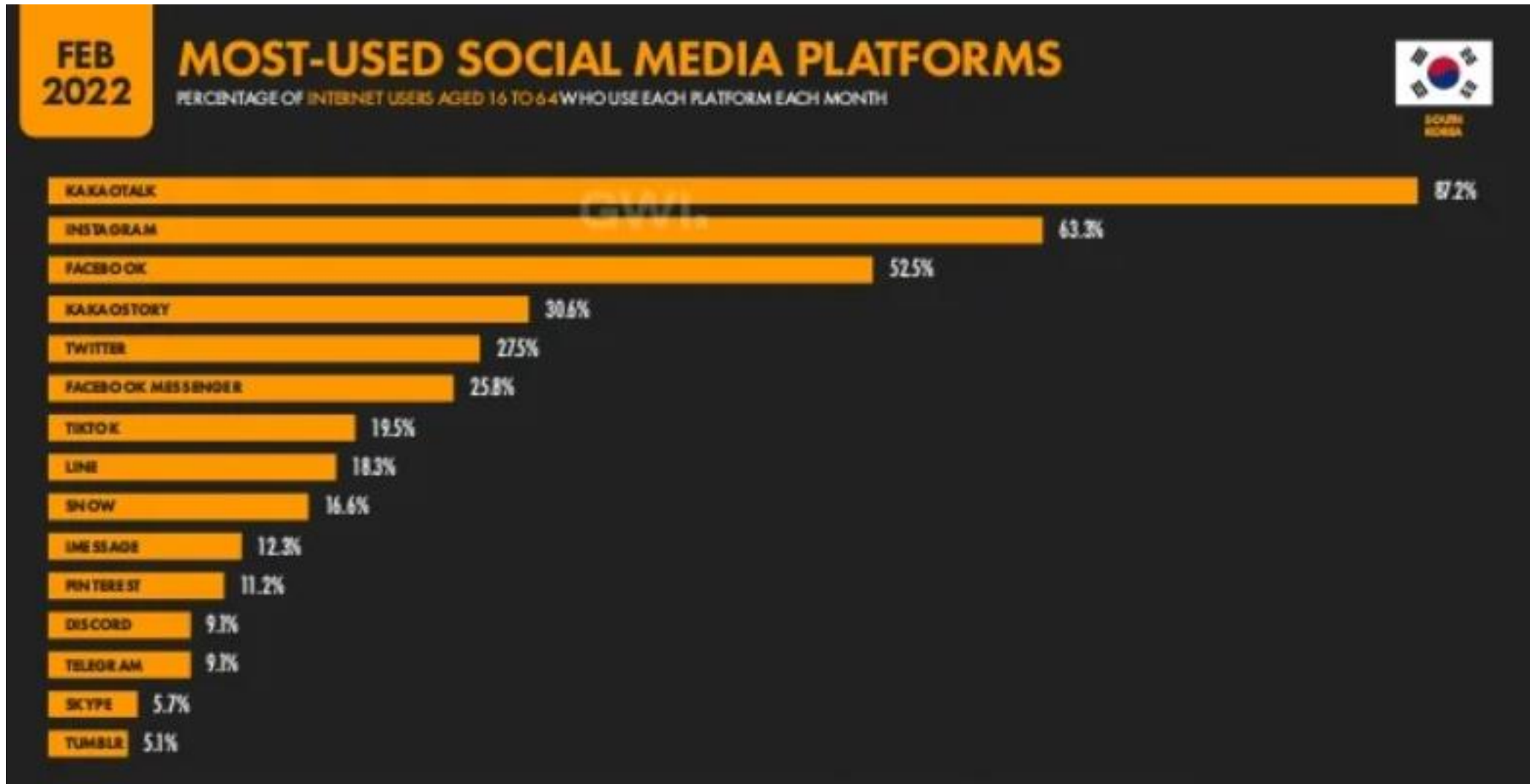
Digital Consumption

THE NUMBER OF SOCIAL MEDIA USERS IN SOUTH KOREA INCREASED BY 2.2% BETWEEN 2021 AND 2022



Digital Consumption

THE MOST USED SOCIAL MEDIA PLATFORM IN SOUTH KOREA IS KAKAOTALK – A MESSAGING APP



Outdoor Sites

GIANT ART CANVAS



Location: Atrium 3
Main Exit

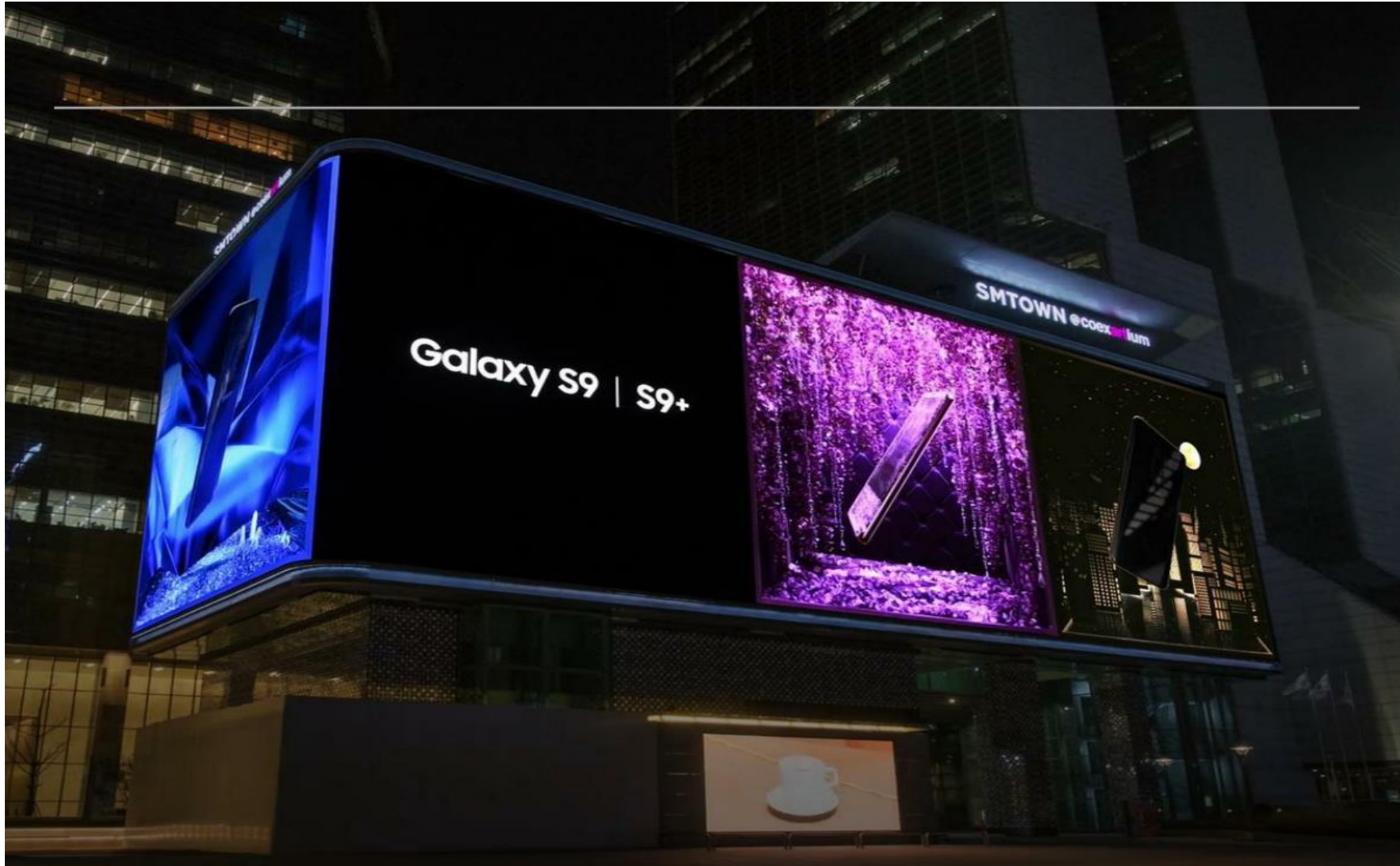
Format: 4K LED

Size:
41m(W) x 8m(H)

No. Of Screens: 1

Outdoor Sites

K-POP SQUARE MEDIA



Location:
COEXSMTown

Format: LED

Size:
81m(W) x 20m(H)

No. Of Screens: 1

Let's Discuss

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